

## **PENGARUH MARKETING MIX TERHADAP KEPUTUSAN PEMBELIAN (META ANALISIS)**

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### **ABSTRAK**

Tujuan penelitian ini adalah: Mengetahui gambaran umum tentang bauran pemasaran yang meliputi: Produk/product, harga/price, Promosi/promotion, dan Tempat/place, terhadap keputusan pembelian sebuah produk oleh konsumen serta mengetahui pengaruh secara parsial marketing mix terhadap keputusan pembelian. Variabel bebasnya adalah Produk/product, harga/price, Promosi/promotion, dan Tempat/place, variable tergantungnya adalah keputusan pembelian, yang diukur dengan menganalisis 10 jurnal penelitian terdahulu. Hasil penelitian menunjukkan bahwa bauran pemasaran secara simultan berpengaruh signifikan terhadap keputusan pembelian. Secara parsial variable produk, harga, promosi, dan tempat berpengaruh secara signifikan terhadap keputusan.

Kata Kunci : Marketing Mix/Bauran Pemasaran, Produk/product, Harga/Price, Promosi/Promotion, dan Tempat/Place.

## **EFFECT OF MARKETING MIX ON PURCHASE DECISIONS (META ANALYSIS)**

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### **ABSTRACT**

The purpose of this research is: To know the general description about the marketing mix which include: Product / product, price / price, Promotion / promotion, and Place / place, to decision of purchasing a product by consumer and know partially influence of marketing mix to purchase decision. The independent variables are Product /Product, Price/Price, Promotion/Promotion, and Place / Place, the dependent variable is purchase decision decision, as measured by analyzing 10 previous research journals. The results showed that the marketing mix simultan eously significant effect on purchasing decisions. Partially variable of product, price, promotion, and place have an effect on signifikan to decision.

**Keyword** : Marketing Mix, Products, Price, Promotion, and Place